



FACULTY BUSINESS AND MANAGEMENT

**BACHELOR OF BUSINESS ADMINISTRATION (HONS) IN HUMAN RESOURCE
MANAGEMENT (BA243)**

PRINCIPLES OF ENTREPRENEURSHIP (ENT530): CASE STUDY

SEMESTER: OCTOBER 2021 – FEBRUARY 2022

CASE STUDY: COMPANY ANALYSIS

'BEHOR TEMAK KIMCHI'



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TABLE OF CONTENT

CASE STUDY: COMPANY ANALYSIS	i
ACKNOWLEDGEMENT	ii
TABLE OF CONTENT	iii
LIST OF FIGURES	iv
LIST OF TABLES	v
EXECUTIVE SUMMARY	vi
1. INTRODUCTION	1
1.1 Background of study.....	1
1.2 Purpose of the study.....	2
2. COMPANY INFORMATION	3
2.1 Company Background	3
2.2 Organizational Structure	5
2.3 Products/Service	6
2.4 Business, Marketing and Operational Strategy	7
2.5 Financial Achievements.....	10
3. COMPANY ANALYSIS	11
3.1 Business Model Canvas	11
4. FINDINGS AND DISCUSSION	18
4.1 Major Problems	18
4.2 Discussion	20
4.3 Recommendation	22
5. CONCLUSION	23
6. REFERENCES	24
7. APPENDICES	25

LIST OF FIGURES

Figure 1: Behor Temak Kimchi's bunting.....	4
Figure 2: Organizational structure of Behor Temak Kimchi.....	5
Figure 3: Behor Temak Kimchi 450 gram (RM15.00)	6
Figure 4: Behor Temak Kimchi 650 gram (RM20.00)	6
Figure 5: Interview Session.....	28
Figure 6: Company's Product.....	29
Figure 7: Online Shop (Shopee).....	29
Figure 8: Company Logo.....	30
Figure 9: Customer's Feedbacks.....	30

EXECUTIVE SUMMARY

Behor Temak Kimchi is a small company that is fully owned by Miss Nur Fatimah Binti Hassan. It is a small business that is located in Perlis, and it has been operating since September 2020. As for now, Behor Temak Kimchi only has one product. The product that the company sells is 'Kimchi' which is a staple food in Korean cuisine. 'Kimchi' is made with fermented cabbage that is covered in spicy spices, garlic and other vegetables. Currently, the owner sells her product on an online platform which is 'Shopee' but she also mentioned that sometimes customers will come and buy her product directly at her house.

In addition, the company also does not have permanent staff. Behor Temak Kimchi only has temporary staff that will come and help the owner to produce the product. The business is fully handled by the owner herself including marketing, sales, finance and production. Besides that, even though the company has only been operating for less than two years, it has already been attracting many customers especially Korean foods fans and according to the owner, the 'Kimchi' that the company produce is suitable for Malaysian taste buds, and this is what makes the product that company produced is well loved by customers.

Moreover, by interviewing the owner of Behor Temak Kimchi, we have identified a few problems that the business is currently facing. Thus, this case study report will identify the company's main problems and solve the problems by suggesting few solutions and recommendations so that the business can be improved.

1. INTRODUCTION

1.1 Background of study

All students who took this subject, ENT530 or known as Principles of Entrepreneurship need to be given a guideline about the business and expose students more to the business orientation. This is because, to provide them with better knowledge to encourage the entrepreneurial skills in them. Students also get to know how the business operates in reality rather than in theory. The primary purpose of this course is to help students develop a fundamental understanding of entrepreneurship from the viewpoint of the individual entrepreneur themselves. With regard to the individual's entrepreneurial decision-making process as they will explore entrepreneurial possibilities, set up businesses and deal with company management challenges.

In this case study, we are required to interview any small or micro business to collect as much information as possible about the business. We also need to analyze the companies using the Business Model Canvas tool and identify the problem faced by the business. Then, we need to come up with solutions that would help this small business grow. We also find the solutions for any problem that occurs and give recommendations to this business performance. The case study was conducted on 'Behor Temak Kimchi', which is small online business oriented. Our group desires to get information on problems that are faced by this small business.